Trolleys Lead

The Roston Store

The Business Center of Norwich

# A WORD OF GREETING TO THE OUT-OF-TOWN FRI

We hail the opportunities afforded by "Merchants' Week" to greet many of our friends and patrons who live outside the boundaries of Norwich. We keenly appreciate the many pleasant bonds, which the years have forged, between The Boston Store and those whom it has been our pleasure to serve. We have provided many special values for this occasion. We have great Autumn and Winter stocks ready for your choosing, but whether you buy or not, we want to ask you to come in and make yourself known-we wish you to realize, in a friendly way, as we do, the close dependence the Norwich merchants place upon the friends who are scattered over this wide territory. Make use of our Rest Room, our Telephones and all the conveniences we offer, and realize that we are not only a store, but an integral part of the life of Eastern Connecticut, here for friendly purposes as well as selling.

We List Below Some of the Many "Merchants' Week" Bargains



# Stylish Garments for Women and Misses

A SPLENDID ASSORTMENT OF MODISH WEARING APPAREL OF ALL KINDS

In the Ready-to-Wear Department we have made a sincere effort to show how, by the expenditure of reasonable sums, the best styles of the season may be yours. The Boston Store has gathered a very complete showing of Suits, Coats and Dresses, in the most favored materials and colorings, and of superior workmanship. It is not a matter of expense--for during this Merchants' Week good clothes may be had for very little. Let us show you the resources of this store to help you to proper attire at a minimum cost.

SUITS \_\_\_\_\_from \$17.50 to \$55.00 COATS \_\_\_\_\_from \$12.50 to \$35.00

#### Suits in values up to \$25.00 for only \$19.75

We have taken this specially attractive assortment of smart Tailored Suits and have marked them at the one low price. We have included suits in pretty gabardine, poplin and good sturdy pebble cheviots, trimmed with either velvet or plush. They are finely finished suits, in interesting models, the new collar being a notable feature. You can find your \$19.75 suit here in this lot and save money by the purchase.

We Have Prepared Expressly For | We Specialize in a Better Hat at a

#### Handsome Coats at all prices from \$12.50

The Coats we show settle the question of how collars are to be, the sort of pockets that will be popular, the materials that are best suited to various styles, the lengths and the drapings. The styles which are proving themselves include full flare and belted models and the weaves which we offer include Wool Velours, Broadcloths, Pebble Cheviots, Wool Plush and Mannish Mixtures.

Coats for All Purposes at All Prices from \$12 50 upward

SPECIAL MILLINERY EVENT FOR MERCHANTS'

Low Price

Prettiest and Smartest Models

We determined to demonstrate a better hat

for a little price, and we have succeeded.

We now make in our own work room hats

which possess more smartness than the

average, and are comparable with any \$7.00

hat on the market. All styles and colors

For Only \$4.98

#### Rich Crepe-de-Chine Blouses

SPECIAL AT \$3.25 Values in this assortment of Fine Blouses run as high as \$4.50 and you may choose from the plain white or dainty colors. There's a pleasing variety, all made with the long sleeve, and either high or low neck.

#### Very Fine Lingerie Blouses SPECIAL AT \$1.98

Blouses in varied styles among these \$1.98 Waists, but the most marked style note is found in the large collars which are so prevalent this season. The material used is a fine voile which will give excellent

#### Domestic Department

BLEACHED PHLLOW CASES of extra good value. Two sizes offered, 42 by 38½ and 45 by 38½. Merchants' Week 25c each. EXTRA HEAVY COTTON BLANK.

ETS—these are full size and extra heavy weight. Mostly Gray Blank-ets in the lot. They are slightly soiled and while they last we are going to sell them for

Merchants' Week \$2,50 a pair. White Wool Blankets which are worth \$4.00 a pair. They are full size and we will sell them singly or

Merchants' Week Single Blanket for \$1.50. Pair of Blankets for \$3.00.

#### Silk Department

SATIN CHARMEUSE, 40 inches wide and in six of the best colors

-burgundy, battleship gray, dark
green. Copenhagen, brown and

Merchants' Week \$1.79 a yard. PLAIN TAFFETAS in all colors and black. A very low price for 35-inch Taffeta. Merchants' Week \$1.35 a yard.

CORDUROY-Buy this week and save money. The colors we have are brown, taupe, graphite, navy, beaver, Havana, garnet, black and

Merchants' Week \$1.15 a yard.

#### Dress Goods Department

FANCY SUITINGS—a small lot in-cluding two styles and four shades, A yard wide,

Merchants' Week 39c a yard. FRENCH SERGES in all the best colors and in black. It is a full yard wide.

Merchants' Week 59c a yard. STORM SERGE in brown, navy, green and black. It is a good suiting weight, all wool and 48 inches

Merchants' Week \$1.19 a yard.

#### Rug and Drapery Dep't.

75c PRINTED LINOLEUMS in thirty pretty patterns and colorings.

Merchants' Week 69c square yard. WILTON VELVET RUGS in the 9 by 12 size. Our regular \$30.00 Rugs y 12 size. Our regular \$30.00 Rugs n handsome Oriental designs and colorings.

Merchants' Week \$27.50. \$24.50 VELVET RUGS FOR \$20.00. Save \$4.50 in purchaving a hand-some 9 by 12 Velvet Rug

Merchants' Week \$20.00. SCRIM CURTAINS ONLY \$1.09 A
PAIR. About two hundred pair of
these Curtains must go this week.
They are the regulation length, the
quality is good, and they are beautifully trimmed with cluny and filet

Merchants' Week \$1.00 a pair. OURTAIN NETS AND LACES REDUCED FROM 1-3 TO 1-2. This is a mixed lot of good Nets and Laces which we have had upon our shelves longer than we think best. To insure that they will go quickly we have cut the prices drastically. The goods are all right but we want you to have them.

Reduced from 1-3 to 1-2. FINE CURTAIN MADRAS FOR 17c A YARD. Only six pieces of this pretty Madras and we want to sell it all. Your choice of either white or natural in three patterns. Merchants' Week 17c a yard.

#### Wash Goods Department 10c OUTING FLANNEL FOR 8cthe colors are fast, the flannel is of good weight, and we have it in from 16 to 20-yard lengths. Will cut any desired length.

Merchants' Week 8c. 15c BATES' GINGHAMS FOR 11c these are Fall patterns and fast color. Lengths from 2 to 10 yards.

Merchants' Week 11c. MERRIMAC SHIRTINGS AND CALICOS—today the value of these goods is 9c a yard. We have them in light grounds with colored fig-ures and stripes.

Merchants' Week 7o.

#### Men's Furnishings Dep't.

\$1.25 TO \$1.50 NEGLIGEE OUTING SHIRTS—poplin, madras and silk mixtures are employed—all cut coat style with soft cuffs. Fast colors. Sizes 14 to 17. Merchants' Week 95c.

75c OUTING FLANNEL NIGHT SHIRTS—heavy weight shirts of full designs. Fast colors. Sizes 15 Merchants' Week 59c.

MEN'S 50c NECKWEAR FOR SAT. MEN'S 50C NECKWEAR FOR SAT-URDAY ONLY, 29c each. On this one day only we will sell these Silk Open-end and Fancy Four-in-Hand Scarfs for 39c. All Autumn styles and colorings.

Saturday only 39c.

#### Hosiery and Underwear Department

WOMEN'S FIBRE SILK HOSE in white only, made with double sole, heel and toe. A regular 59c value. Merchants' Week 49c.

LION BRAND SILK LISLE HOSE FOR WOMEN—Beautiful Black Silk Lisle Hose made with 6-thread toc. Our reputation backs its wear, Save 17c by buying them. Merchants' Week, 3 pairs for \$1.00.

WOMEN'S WHITE HOSE-Our No. 50 Mercerized in a medium weight. Fine regular made hose. Regular

Merchants' Week 33c.

WOMEN'S BLEACHED COTTON UNION SUITS in a good \$1.00 quality. They are medium weight winter suits, low neck and no sleeves and ankle or knee length. Sizes 5 and 6 only. Merchants' Week 69c.

WOMEN'S RIBBED VESTS AND PANTS—Fall weight and made of bleached cotton, in all the shapes for Autumn. Sizes 4 to 6.

29c quality—Merchants' Week 24c. 35c quality-Merchants' Week 28c.

#### Lace and Embroidery Dep't.

LINEN CLUNY LACES which are suitable for finishing scarfs, table covers, window draperies and for many purposes. Regular 15c Laces.

Merchants' Week 10c. EMBROIDERED EDGES in Swiss, Cambric and Nainsook, well-made with fast edges. Always sold for 15c a yard.

Merchants' Week 10c.

VEILINGS IN PLAIN AND FANCY MESH-We also include some with embroidered dots and some bordered veils. All regular 50c qualities. Merchants' Week 39c a yard.

#### Kitchenware Department

A Housekeepers' Combination which will commend itself to you. 8 cakes "White Cloud" Floating Soap 3 boxes Lux 3 cans Dutch Cleanser

690

A Matchless Combination Offer for the housecleaning season. Dustless Counter Brush Broom Floor Cloth

bottle Household Ammonia bottle 3-in-1 Oil 1 pound box Borax 1 cake Ivory Soap

## \$1.00

NO. 8 TEA KETTLE, nickel plated, with copper bottom. Merchants' Week \$1.25.

CEDAR OIL POLISH 4-ounce size. . Merchants' Week 10c 12-ounce size. Merchants' Week 25c 1-quart size.. Merchants' Week 50c

### Leather Goods Department

AN ASSORTMENT OF LEATHER HAND BAGS—not one of which is worth less than a dollar. The colors are black, navy, tan and brown. Merchants' Week 89c.

Muslin Underwear Dep't. BUNGALOW APRONS-good and roomy Aprons in light colored pat-terns. Value 50c.

Merchants' Week 42c.

SPECIAL ASSORTMENT OF 98c UNDERWEAR-We include many handsome pieces including Chemises, Night Robes and Long Skirts. All desirable garments in beautiful designs. Very pretty embroideries and laces have been used on all the garments.

Merchants' Week 79c.

CHILDREN'S BATH ROBES-a seasonable offering. Our regular \$1,25 robes for children from 2 to 8 years. Made of Beacon cloth in designs and colorings suitable for children. Colors are old blue, tan, red and gray.

Merchants' Week \$1.00.

#### Notion Department 1214c SWEEPING CAPS in assort-

Merchants' Week 9c.

FRESH WATER PEARL BUTTONS in sizes 14 to 24 line. Merchants' Week 4c a card.

OCEAN PEARL BUTTONS in sizes 12 to 36 line, worth 10c a card. Merchants' Week 7c.

10c HAIRPIN CABINETS. Merchants' Week 7c.

WILLIMANTIC THREAD in black Merchants' Week 6 for 27c.

LINGERIE TAPE with Bodkin. Colors, pink, blue and white. Merchants' Week 6c.

MERRICK'S SEWING MACHINE BOBBINS, sizes 40 to 80, black o Merchants' Week 4c a box.

BETTY HOOKS AND EYES in Merchants' Week 3c.

#### Toilet Goods Department 250 DEW KIST TALCUM - 3

odors. Merchants' Week 21c.

15c BABCOCK'S CORYLOPSIS Merchants' Week 11c.

TALCUM POWDER in large cans,

Merchants' Week 9c. MECCA TOILET SOAP.

Merchants' Week 4c.

TOOTH BRUSHES AT SPECIAL

19c quality.... Merchants' Week 15c 25c quality.... Merchants' Week 18c 35c quality....Merchanta Week 25c 39c quality....Merchants' Week 29c

50c quality....Merchants' Week 38c SANJ TISSUE TOILET PAPERalthough the cost of paper is con-stantly rising we are going to sell this at the old price during this

Merchants' Week 10c a package;

#### Jewelry Department 25c ASSORTED COLORED BEADS

A MIXED LOT OF BEADS in an

Merchante' Week 35c. AN ASSORTED LOT OF BROOCH-ES, CUFF PINS, COIN PURSES, CUFF LINKS AND BEAUTY PINS-

25c value....Merchants' Week 18c 50c value....Merchants' Week 38c PARISIAN IVORY AT SALE PRICES, 980 A PIECE.

We offer a special assortment of Mirrors, Picture Frames, Manicure Sets, Trays, Buffers, Perfume Bot-tles, Powder Boxes, Hnir Receivers, Clocks, Etc. The values run as high as \$1.98.

Merchants' Week 98c.

#### Why Not Knit? or Crochet? IT IS EASY-IT IS FASCINATING-IT IS WORTH WHILE

Use "Columbia" Yarns

We carry Columbia Yarns for all purposes, and we have, right now, a clean, fresh supply of the most desirable colors. If you are going to knit or crochet any of your Christmas gifts you had better buy your yarns now. We shall be glad to show you any of the new stitches, or help you in any way.

WE CARRY THE FOLLOWING YARNS

COLUMBIA GERMANTOWN in 4 or 8 fold-GERMAN KNITTING YARN, SAXONY, FLOSS, LADY JANE, SHETLAND WOOL, PRINCESS WOOL, SUPERFINE CROCHET WOOL for baby garments.

# For Only \$3.98

This Week Some Smar

Trimmed Hats for

They are trimmed expressly for this week's

sale. They are smart in the highest degree,

and will compare very favorably with any

hat which you can find at \$5.00. The styles

are varied, hats big and little, hats for the

young and for those who are nut so young

THERE'S A HAT HERE FOR YOU

-hats in all colors and hats in black,

BROWN LINEN CRASH 10c a yard. FULL-BLEACHED MERCERIZED DAMASK, has all the appearance of the finest linen damask and launders beautifully.

Merchants' Week 42c a yard.

TURKEY RED DAMASK of Scotch

manufacture, worth \$1.00 a yard.

Special 69c.

#### Linen Department

Ribbon Department 19c SATIN AND TAFFETA RIB-BONS in width and colorings, suit-

are offered at the price.

able for hair bows. Merchants' Week 10c a yard. BROCADE RIBBONS-seven inches wide in pink and blue only. Worth 59c and 79c a yard.

Merchants' Week 39c.

#### Stationery Department 39c CONGRESS PLAYING CARDS

FRENCH POPLIN WRITING PAPER-24 sheets of Paper and 24 Envelopes. Actual value 25c. Merchants' Week 19c.

BAMBOO WASTE PAPER BASK-

ETS SPECIALLY PRICED at 790,

#### Glove Department

LADIES' KID GLOVES in tan, black, all-white and white with black embroidery. Gloves of this quality should sell for \$1.25 a pair. Two-clasp length.

Merchants' Week \$1.00. ONE-CLASP CAPE GLOVESsplendid for Fall wear, worth \$1.25. Merchants' Week \$1.00.

# The Reid Tughes Co

